What is Claimed:

1.   A common point authoring system for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

means for enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes;

means for authenticating said draft informational object created by said authorized authoring member;

means for converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier; and

means for writing said created immutable informational object into a memory for use by authorized accessing members.

2.   The common point authoring system of claim 1 further comprising:

means for enabling an authorized accessing member to retrieve a selected informational object.

3.   The common point authoring system of claim 1 further comprising:

means for updating an informational object by creating a new informational object relating back to said informational object and containing new data.

4.   The common point authoring system of claim 1 further comprising:

means for enabling an authorized authoring member to create data comprising at least one draft data element;

means for authenticating said at least one draft data element created by said authorized authoring member;

means for converting said authenticated at least one draft data element

created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier;

means for writing said created immutable at least one data element into a memory.

5.   The common point authoring system of claim 4 wherein said means for enabling comprises:

means for maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

6.   The common point authoring system of claim 5 further comprising:

means for updating an informational object by creating a new informational object relating back to said informational object and containing at least one new data element.

7.   The common point authoring system of claim 5 wherein said authorized authoring member creates an informational object, said means for converting further comprises:

means for associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

8.   The common point authoring system of claim 1 further comprising:

means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with data representative of an ancillary one of a product and a service relating to said accessed informational object.

9.   The common point authoring system of claim 1 further comprising:

means for enabling an authorized advertising member to create a draft

advertising data object;

means for authenticating said draft advertising data object created by said authorized advertising member; and

means for converting said authenticated advertising data object created by said authorized advertising member to a corresponding immutable advertising data object maintained in a read-only mode.

10.   The common point authoring system of claim 9 further comprising:

means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with access to a one of said advertising data object relating to said accessed informational object.

11.   A method for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes;

authenticating said draft informational object created by said authorized authoring member;

converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier; and

writing said created immutable informational object into a memory for use by authorized accessing members.

12.   The common point authoring system of claim 11 further comprising:

enabling an authorized accessing member to retrieve a selected informational object.

13.   The common point authoring system of claim 11 further comprising:

updating an informational object by creating a new informational object

relating back to said informational object and containing new data.

14. The common point authoring system of claim 11 further comprising:

enabling an authorized authoring member to create data comprising at least one draft data element;

authenticating said at least one draft data element created by said authorized authoring member;

converting said authenticated at least one draft data element created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier;

writing said created immutable at least one data element into a memory.

15. The common point authoring system of claim 14 wherein said step of enabling comprises:

maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

16. The common point authoring system of claim 15 further comprising:

updating an informational object by creating a new informational object relating back to said informational object and containing at least one new data element.

17. The common point authoring system of claim 15 wherein said authorized authoring member creates an informational object, said step of converting further comprises:

associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

18. The common point authoring system of claim 11 further

comprising:

providing, in response to access of an informational object by said authorized accessing member, said authorized accessing member with data representative of an ancillary one of a product and a service relating to said accessed informational object.

19. The common point authoring system of claim 11 further comprising:

enabling an authorized advertising member to create a draft advertising data object;

authenticating said draft advertising data object created by said authorized advertising member; and

converting said authenticated advertising data object created by said authorized advertising member to a corresponding immutable advertising data object maintained in a read-only mode.

20. The common point authoring system of claim 19 further comprising:

providing, in response to access of an informational object by said authorized accessing member, said authorized accessing member with access to a one of said advertising data object relating to said accessed informational object.

21. A common point authoring system for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

authoring client server means for enabling an authorized authoring member to create data comprising a draft informational object;

informational object database means for maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements;

authentication means for authenticating said draft informational object

created by said authorized authoring member; authoring server means for converting said draft informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier;

database management means for writing said created immutable informational object into an informational object database.

22. The common point authoring system of claim 21 further comprising:

member client server means for enabling an authorized accessing member to retrieve a selected informational object.

23. The common point authoring system of claim 21 further comprising:

informational object editing authoring client server means for updating an informational object by creating a new informational object relating back to said informational object and containing new data.

24. The common point authoring system of claim 21 further comprising:

data element authoring client server means for enabling an authorized authoring member to create data comprising at least one draft data element;

data element authentication means for authenticating said at least one draft data element created by said authorized authoring member;

data element authoring server means for converting said authenticated at least one draft data element created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier;

data element writing means for writing said created immutable at least one data element into a memory.

25. The common point authoring system of claim 24 wherein said data element authoring client server means comprises:

memory means for maintaining in a read-only mode, a set of data that

defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

26. The information authoring and distribution system of claim 25 wherein said data element authoring server means further comprises:

version management means for updating an informational object by creating a new informational object relating back to said informational object and containing at least one new data element.

27. The common point authoring s ystem of claim 2 5 wherein s aid authorized authoring member creates an informational object, said authoring server means further comprises:

mapping means for associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

28. The common point authoring system of claim 21 further comprising:

advertising server means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with data representative of an ancillary data object one of either or both a product and a service relating to said accessed informational data object.

29. The common point authoring system of claim 28 further comprising:

advertising authoring means for enabling an authorized advertising member to create a draft advertising data object comprising one or more of said plurality of immutable data elements;

advertising authentication means for authenticating said draft advertising data object created by said authorized advertising member; and

advertising storage means for converting said authenticated advertising data object created by said authorized advertising member to a corresponding

immutable advertising data object maintained in a read-only mode.

30.   The common point authoring system of claim 29 further comprising:

advertising access means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with access to a one of said advertising data object relating to said accessed informational object.